

IVV Members Survey - Final Report from Discussion Groups

This Final Report has been prepared by Graham Fawcett, IVV Vice-President.

A. Initial discussion - the English-language group started by discussing the proposal by Mitsumasa Miyashita, President of IVV-Asia, that the IVV should make a clear declaration to the effect that “the IVV should declare to the developed countries that walking is the most effective and inexpensive way to prevent cognitive decline and keep good mental health. This declaration might help increase the recruitment of new members.”

B. Survey Question #3: How to make the Congress more attractive?

Discussion:

1. Initially, it was difficult to focus on the specific question, as several wanted to make comments on the quality of previous events, such as the 2017 Olympiad in Koblenz. Opinion was expressed that there needs to be more direct involvement and oversight in the organization of all events by the IVV Presidium. Events also need something special or unique to be more attractive. The possibilities for social contact need to be enhanced. There is a need for evaluation and feedback from event participants.
2. With regard to Congresses, it was felt that better venues need to be chosen to increase attractiveness and effectiveness. In the case of Mazarro del Vallo, it was noted that there were no work tables in the Teatro Garibaldi for the English-speaking Delegates to do their work on. Cost and easy access for international travellers were also noted as priorities if Congresses are to be more attractive.
3. Hold Congresses in conjunction with Olympiads / Europiads / Asianpiads / Americaspiads.
4. More time for delegates to discuss issues is needed.
5. Less expensive accommodation needs to be offered.
6. Furthermore, the IVV Presidium should attend more often national congresses.

C. Survey Question #4: Aims / Strategies / Objectives

Discussion:

1. The IVV should consider a Strategic Plan in order to increase membership participation.
2. The American Volkssport Association President, David Bonewitz, agreed to demonstrate their 5-year Plan at the next Congress in Belgium.
3. A marketing strategy is needed which is tailored to specific age groups, and directed to those age groups through various channels.
4. An age profile should be determined with different levels of challenge and appropriate reward / recognition for different age groups.
5. How do we address new walkers in under-developed countries?
6. We need to share our story with friends through new social media such as Instagram and FaceBook.
7. Each year an international theme should be defined.

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D. Survey Question #6: How to promote club development and events?

Discussion:

1. A specific suggestion / request was for the IVV to loan or grant money for the specific purpose of club development. (This might be done through the Continental Associations.)
2. The IVV should search for sponsorships by well-known commercial brands that offer promotion and rewards.
3. The IVV might consider the example of [ParkRun](#) as an example for membership development and event promotion.
4. The IVV should promote World Walking Day more.
5. IVV-Digital will help.
6. A promotional film should be produced to better promote the IVV.
7. Visions are to be explained, purposes defined.

E. Survey Question #7: Recruitment

Discussion:

1. We should focus on recruiting new walkers, not new members.
2. We need to increase name recognition in order to attract more attention and publicity.
3. We need an internationally known spokesperson to advocate for walking and the IVV.
4. The IVV Awards system should be adapted to broaden its interest and appeal.
5. The appeal to younger walkers with children should be increased.